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cont

respect to Figure 6 for trading points into a reward exchange account (step 1004). In a similar manner, hyperlinks or calling routines may allow a user to access a reservations system or merchant from the trading server. The link would direct the user to partner or associated air carriers where the points in a user exchange account on the trading server 20 may be used to acquire reduced fare flights.

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11. MARKED-UP "ABSTRACT": PAGE 32, LINES 1-20

ABSTRACT

A system and method for operating a reward points accumulation and redemption program wherein a user earns reward points from a plurality of independent reward points issuing entities, with each of the reward points issuing entities tracking the user's earned reward points in a user reward point account stored on a rewards server (such as a frequent flyer account or a credit card loyalty account). A trading server accumulates some or all of the user's earned reward points from each of the reward servers interconnected over a network in association with consideration provided by the reward servers to the trading server and credits the accumulated points into a single reward exchange account associated with the user. The user may then select an item for purchase from a merchant computer interconnected to the network with the accumulated reward points. The merchant computer provides the item to the user in exchange for consideration received from said trading server, and the trading server reduces the number of points in the user's reward exchange account in accordance with the consideration provided to the merchant computer. The item is provided to the user in exchange for a subset or all of the reward points.